

Electricity Conservation Effort Launched

Governor Urges Utahns to "PowerForward"

SALT LAKE CITY (June 21, 2001) – To maintain Utah's energy independence and keep residents' electricity rates among the lowest in the nation, Gov. Michael O. Leavitt today announced the creation of a proactive statewide energy conservation effort.

Called "PowerForward," the program is spearheaded by the Governor's Energy Office. State energy conservation experts have created simple tools to notify consumers of times when power demand and prices are high. They have enlisted participation from every Utah electric company. The program is designed to increase consumer awareness of energy conservation issues while encouraging electricity conservation efforts during the coming summer months – when electricity consumption is at its peak.

"Right now, Utah's power system is in good shape," Gov. Leavitt said during a Thursday press conference. "We're generating the energy we need, and our rates are among the lowest in the nation. But all around us there is evidence that we must create a new ethic of conservation.

"Power supplies can change quickly. If Utah has a long stretch of 100-degree days, we'll have a supply problem which means we need to buy on the wholesale market. So it's just good management to begin serious conservation efforts right now. Conservation will help us avoid paying tremendously high prices on the out-of-state spot market – money that could be put to better use here at home," he said.

The PowerForward initiative will help educate Utahns about the need and value of energy conservation by showing when and how to conserve. The PowerForward alert system informs consumers (through the media and an opt-in e-mail alert system) when extra conservation is needed. The PowerForward website will provide consumers with practical ways to conserve.

Key messages of the Governor's initiative include:

- Conservation now will help keep Utah self-sufficient and prevent a California-type energy shortage from happening here.

- Conservation now will prevent Utah from paying outrageously high prices on the spot market (10 times or more the cost of Utah-produced electricity). Having to buy power on the spot market contributes to consumer rate hikes down the road.
- Conservation now will help keep Utah's economy healthy and competitive.
- Conservation now keeps money in consumer's hands – short-term and long-term.
- Conservation now is simply the right thing to do for yourself, your family and the community – today and for the future.

Power Alert levels – green, yellow, red

The PowerForward Alert Network will relay real-time power status information from power suppliers to the State Energy Office and then to the media to provide consumers with conservation alerts, designating the level of conservation needed, based on weather predictions, regional power supplies and market power prices. A light bulb with one of three familiar colors of a traffic light – green, yellow and red – will indicate a progression of conservation behavior desired from the public. Power alerts will be issued by the Energy Office to the media, all government employees and to anyone who has signed up for the e-mail alert service. Businesses and consumers can sign up by logging onto the website at PowerForward.utah.gov.

- **Green** days mean that moderate conservation is advised. Business and residential consumers are urged to turn off appliances not in use, keep thermostats at 78 degrees or higher and avoid using high-consumption appliances, such as clothes dryers and dishwashers, during peak hours. "Our hope is that the PowerForward campaign will help educate people that simple conservation measures can be adopted easily and with little or no change to their habits and lifestyle," said Gov. Leavitt.
- **Yellow** days signal a strong need for conservation. Yellow days occur when the expected temperature is 96 degrees or higher and wholesale power prices are \$200 per megawatt hour or higher. Consumers will be urged to avoid using electricity between peak hours of 2 p.m. and 8 p.m., turn off all unnecessary power users, and turn off air conditioning at home if possible. The state Energy Office estimates there will be 25 yellow days this summer.

- **Red** days mean there is an urgent need for conservation due to a transmission system at risk because of failure or an over-capacity system. Emergency conservation is required to limit the possibility of failures and brownouts. Consumers will be alerted to turn off *all* non-critical power.

The PowerForward campaign is part of the Governor's three-pronged energy conservation campaign, which also includes the Power-of-Example Initiative making it the duty of every state employee to conserve electricity this summer; and Power-Efficient Policies, a series of public policies and private sector market-based incentives designed to cultivate a strong conservation ethic.

"We're not asking Utahns to dramatically change their lifestyle – just to be more sensitive and responsive to energy conservation needs," Gov. Leavitt said. "If everyone helps out just a little, the payoff for us all will be dramatic."

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